

PREPARED BY

HAROLD CABOT & CO. INC.

Advertising

W. L. Douglas Shoe Co.
Station WOCD, New Haven
100-Word Commercial
December 6, 1944

FOR FRIDAY, DECEMBER 15:

Men--isn't there a Father, Brother or Buddy on your Christmas list who'd appreciate some really good socks? The W. L. Douglas Shoe Store, 120 Church Street has a grand selection ... argyle plaids, plain colors and clock patterns priced at only thirty nine cents, three pairs for \$1.10. Other sure-fire gifts for men include warm, good looking slippers in a variety of styles, and useful, well-constructed shoe trees. Or give a Douglas gift certificate--and let him choose his own present! Don't delay--go to 120 Church Street--that's the men's store for men's gifts. While you're there see W. L. Douglas shoes--tops for style and comfort! The Douglas store at 151 Orange Street has a wonderful gift selection for Mom, Sis, and the best girls on your list; be sure to stop in there, too.

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